

Fig. 1A

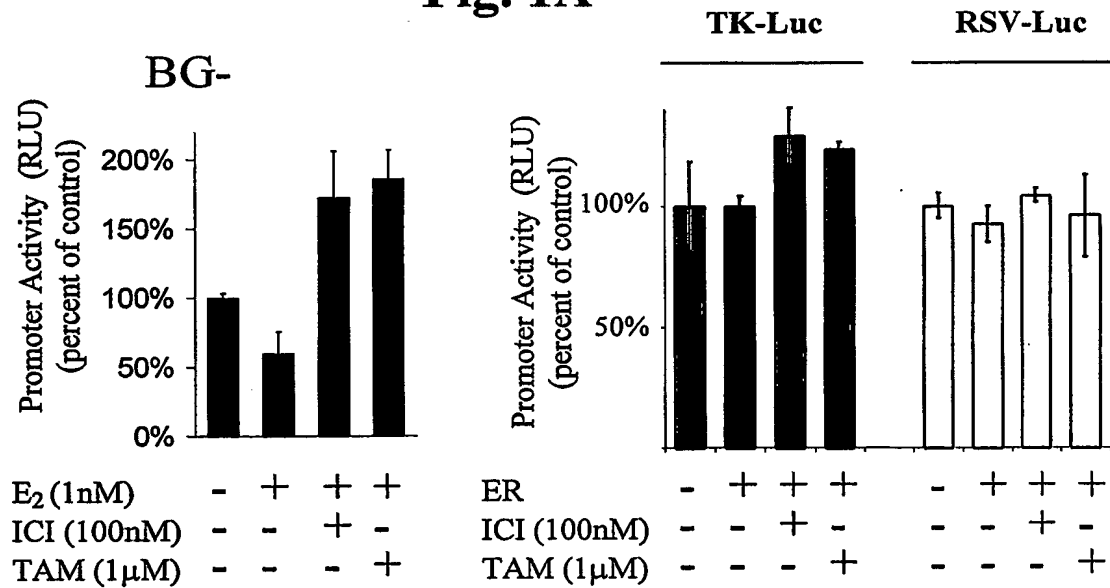
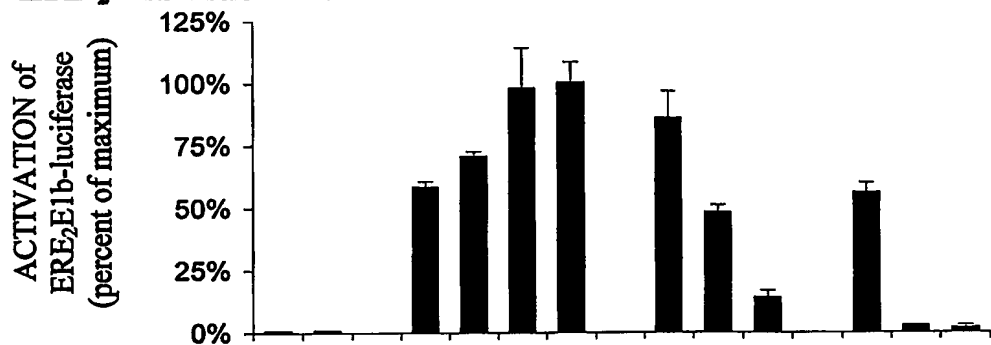
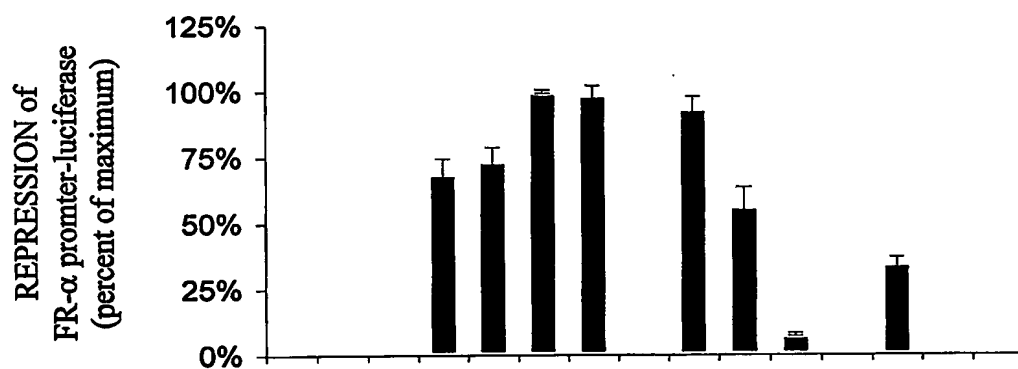


Fig. 1 B

Fig. 1C

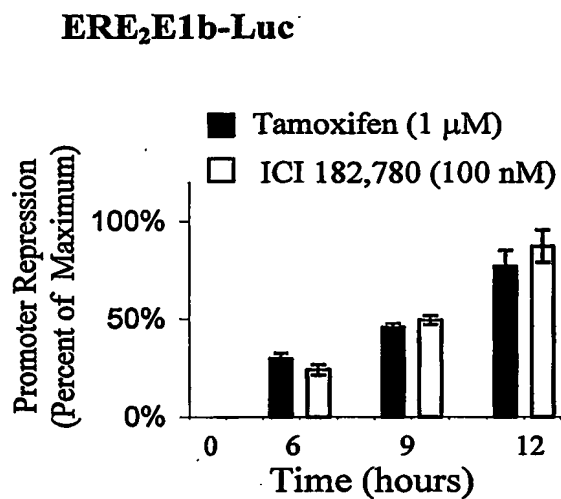
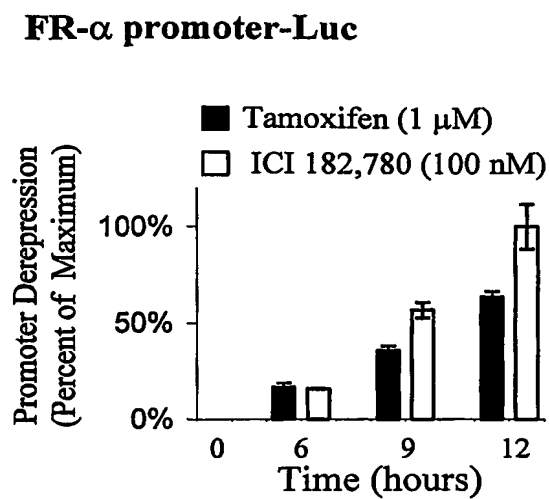
**ERE<sub>2</sub>E1b-Luc**

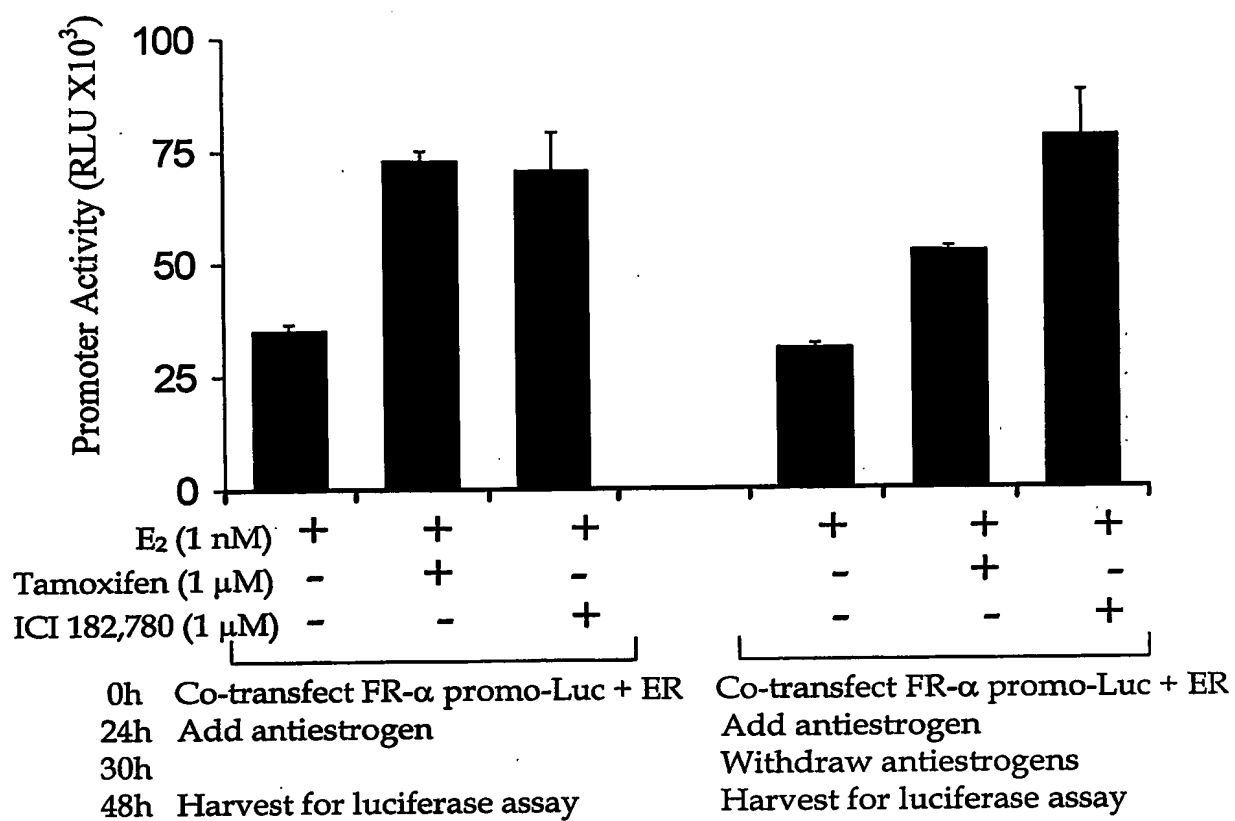
ER plasmid	-	-	+	+	+	+	+	+	+	+	+	+
E <sub>2</sub> (nM)	-	1.0	-	0.1	1.0	10.0	1.0	1.0	1.0	1.0	1.0	1.0
Tamoxifen (μM)	-	-	-	-	-	-	0.01	0.1	1.0	-	-	-
ICI 182,780 (μM)	-	-	-	-	-	-	-	-	-	0.001	0.1	1.0

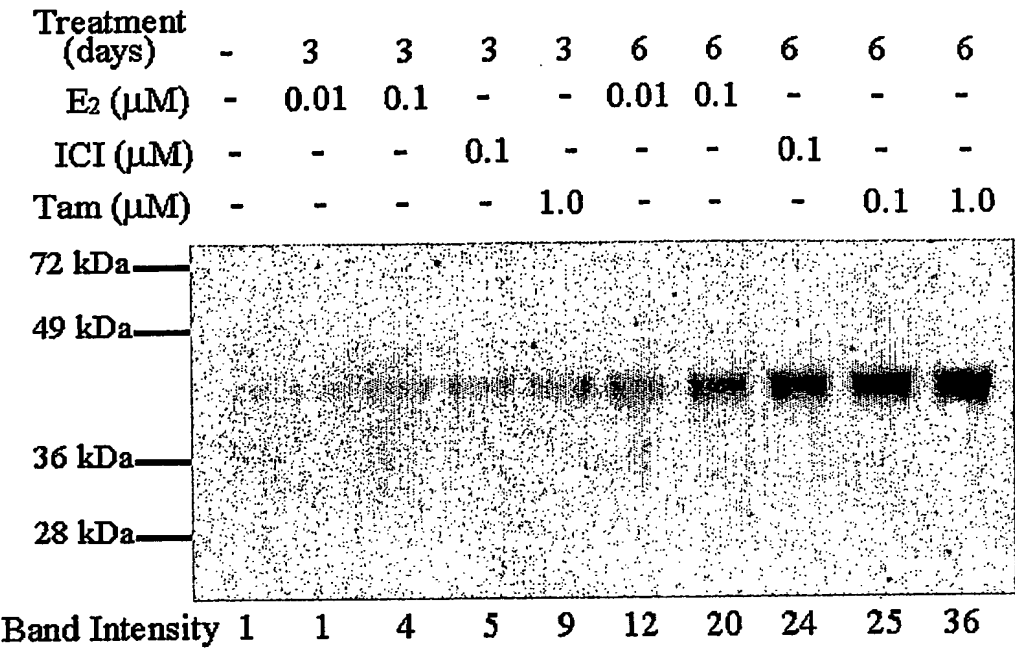
**Fig.2A****FR-α-Luc**

ER plasmid	-	-	+	+	+	+	+	+	+	+	+	+
E <sub>2</sub> (nM)	-	1.0	-	0.1	1.0	10.0	1.0	1.0	1.0	1.0	1.0	1.0
Tamoxifen (μM)	-	-	-	-	-	-	0.01	0.1	1.0	-	-	-
ICI 182,780 (μM)	-	-	-	-	-	-	-	-	-	0.001	0.1	1.0

**Fig. 2B**

**Fig. 3A****Fig. 3B**

**Fig. 4**



**Fig. 5**

AP-1-like site

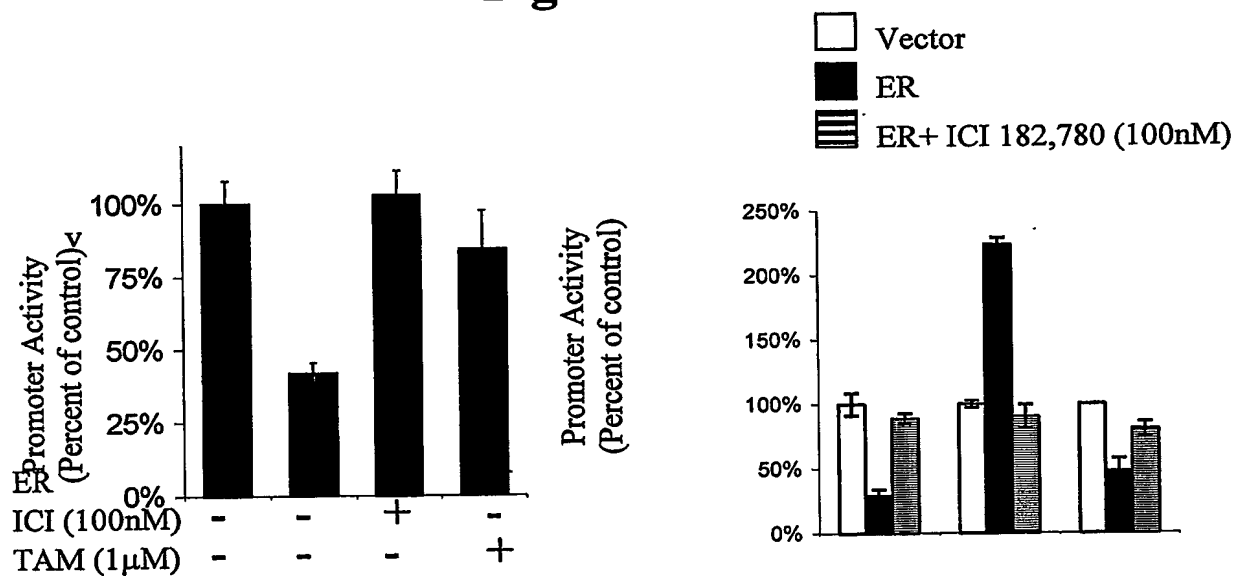
-175 GTGACCACCTGGAGAAGGCAAT**TGAGGCTCAAGCCA****GGGAG**

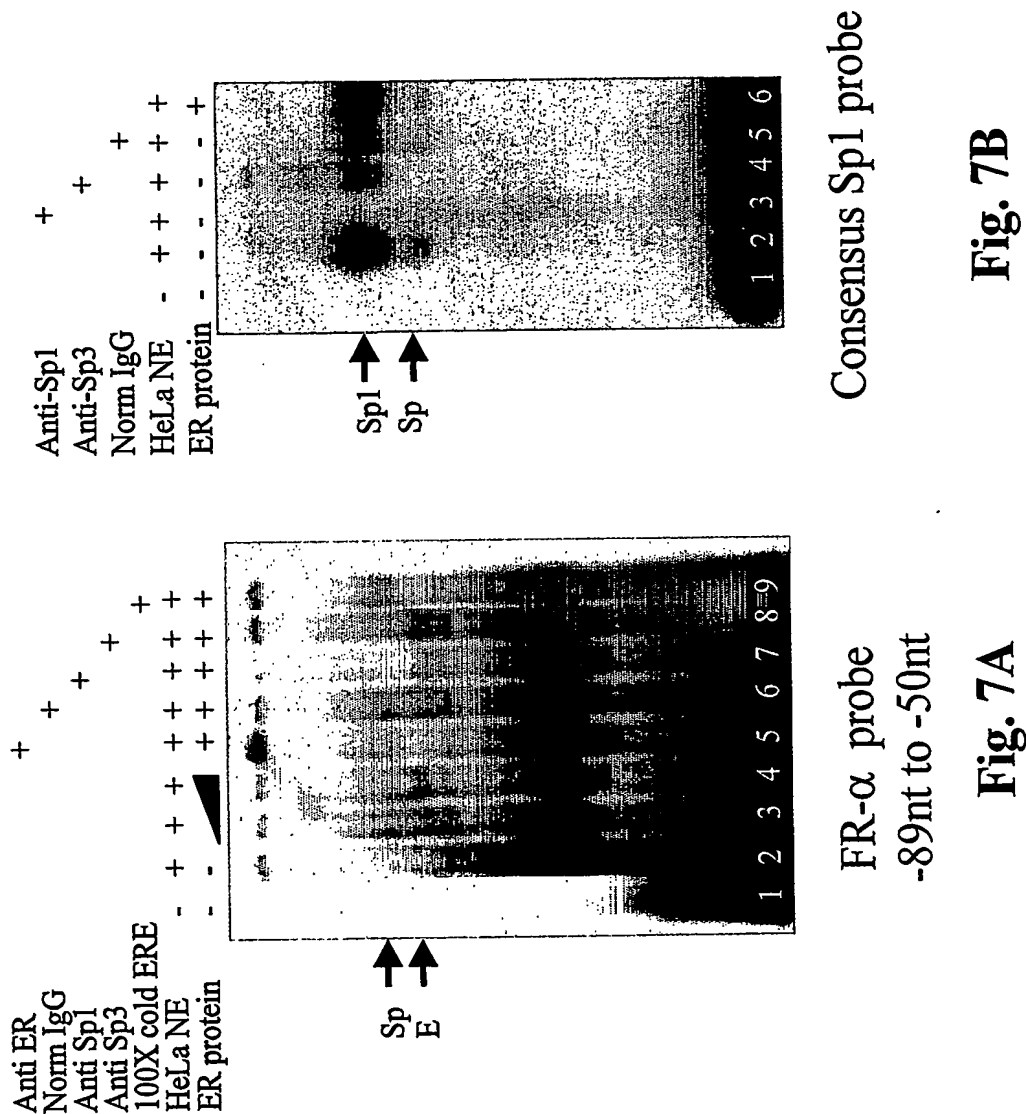
-135 **GGGTGGT**GTCTAATCCTACCTTTTCATTGGATCTGGGAAAA

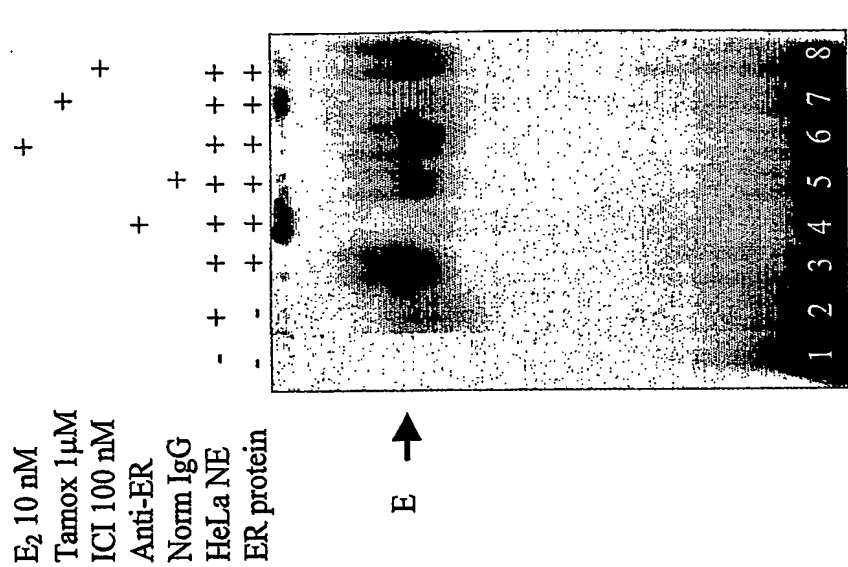
-95 CTGAGGGGAGAT**GGGGGCA****GGGCT**CTATCTGCCCCAGGCTT

-55 CCGTCCAGG**CCCCACCC****TCC**TGGAGCCCTGCACACAACCTT

-15 AAGGCCccacctccggttcttgggtgccactgaccacagctctttcttcagggacagacatg

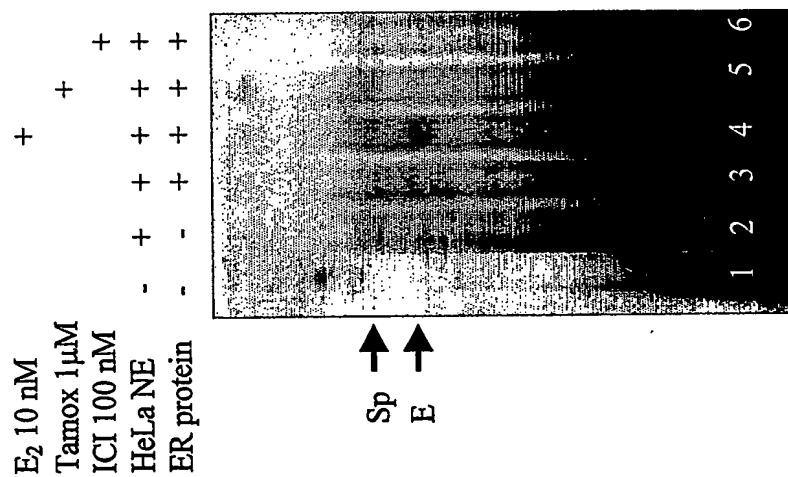
**Fig. 6A****Fig. 6B****Fig. 6C**





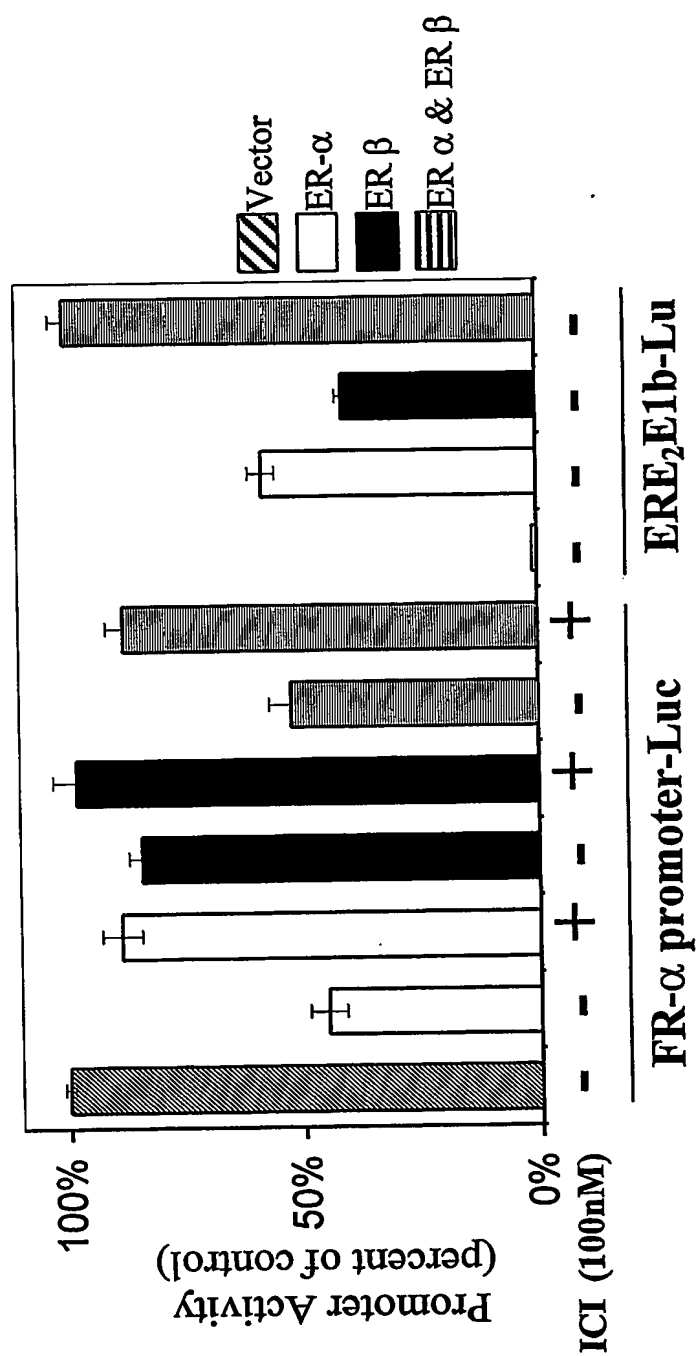
## Consensus ERE probe

**Fig. 7D**

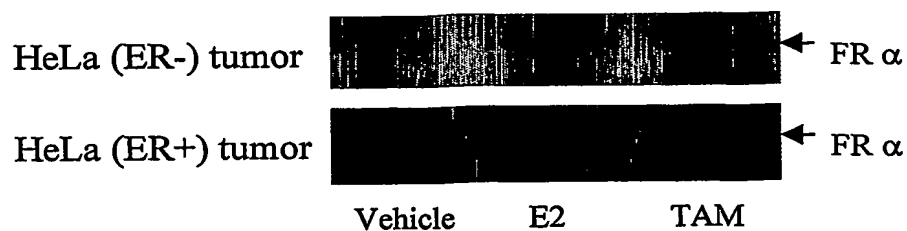
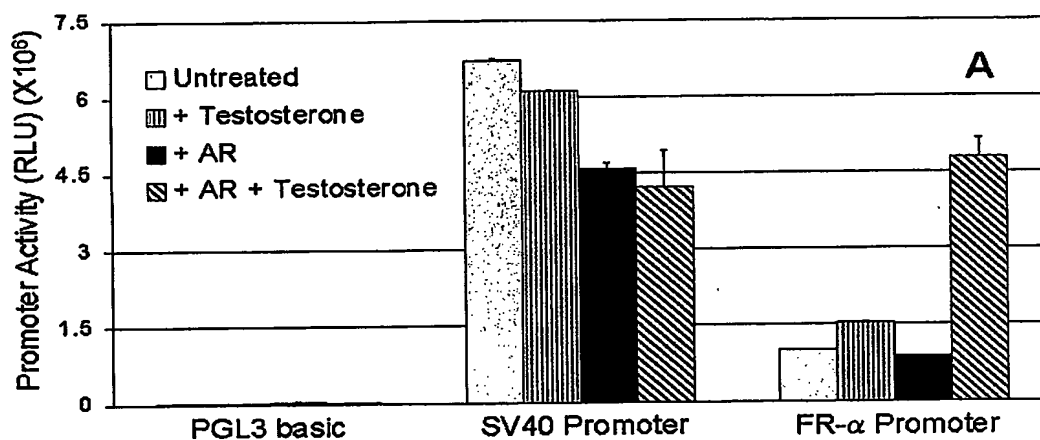
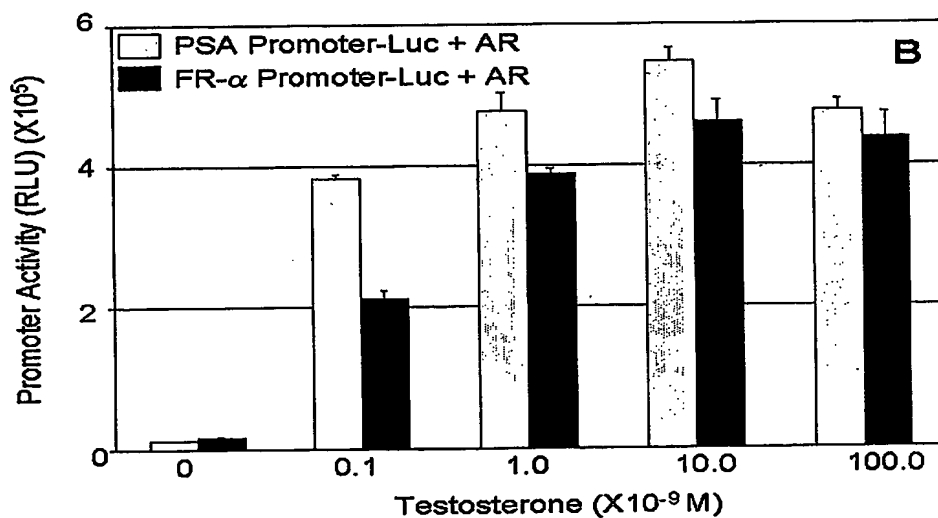
FR- $\alpha$  probe  
-89nt to -50nt

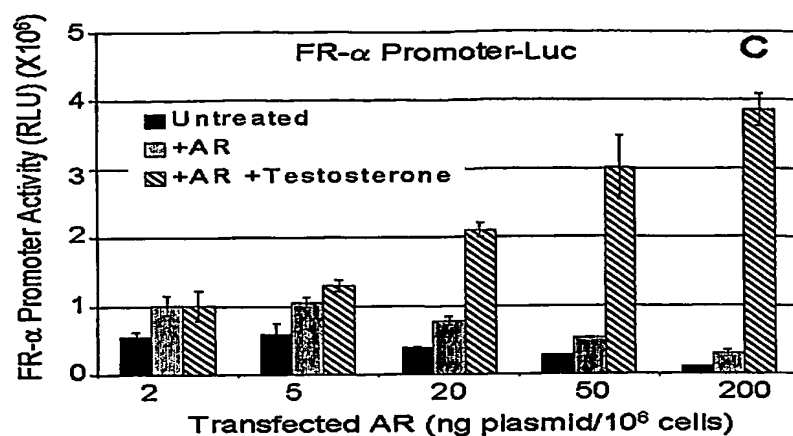
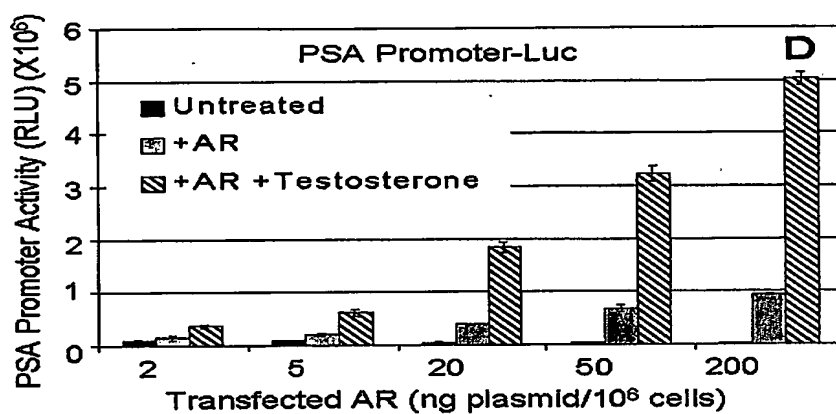
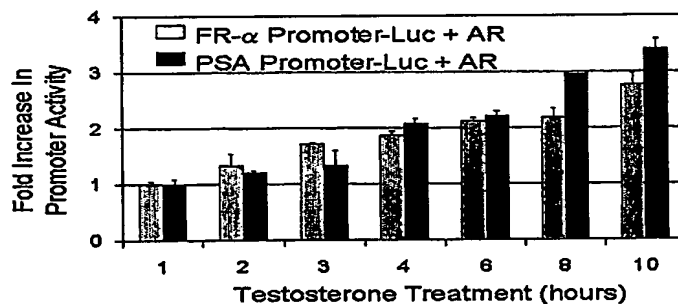
**Fig. 7C**





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Fino

**Fig. 9****Fig. 10A****Fig. 10B**

**Fig. 10C****Fig. 10D****Fig. 11**

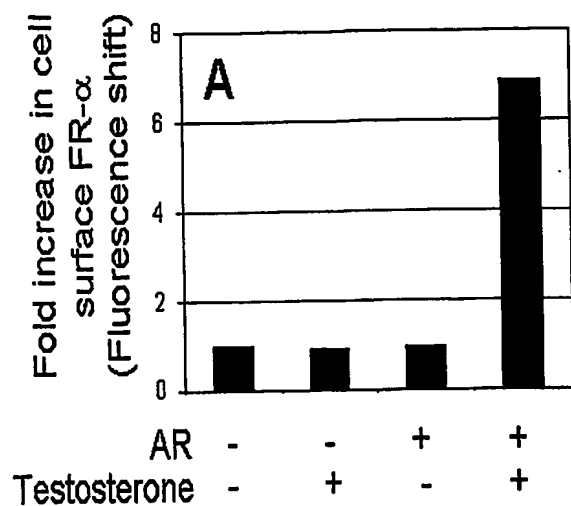


Fig. 12A

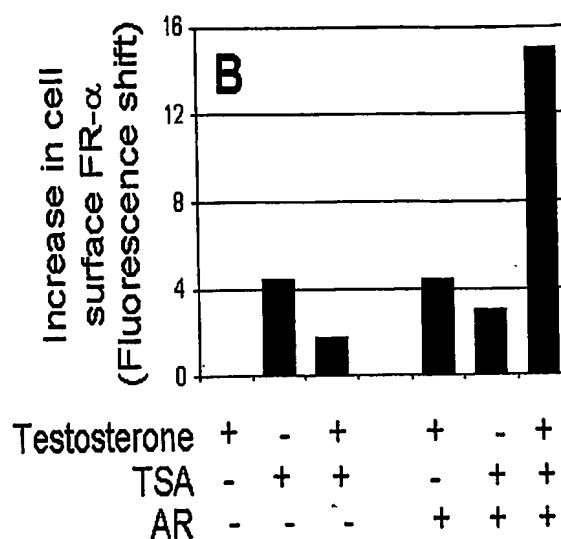


Fig. 12B

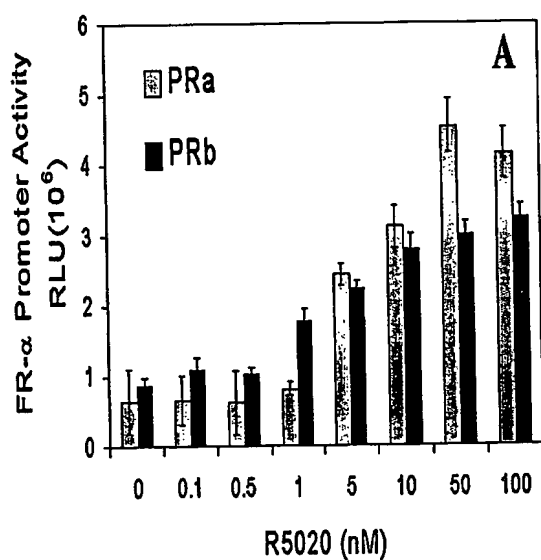


Fig. 13A

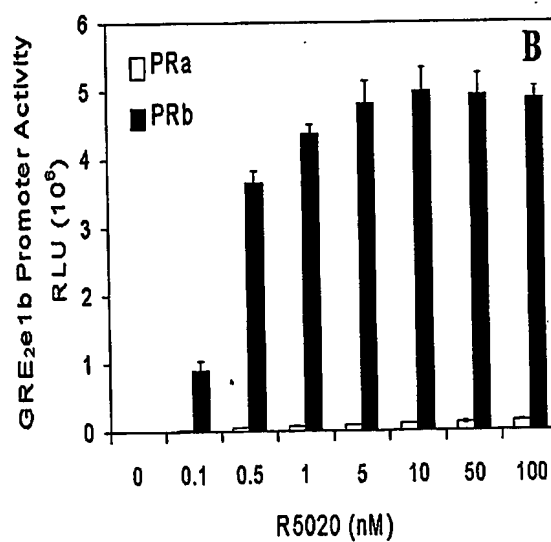


Fig. 13B

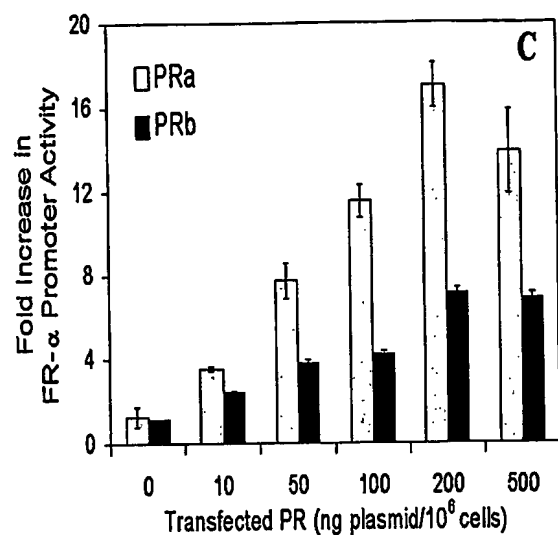


Fig. 13C

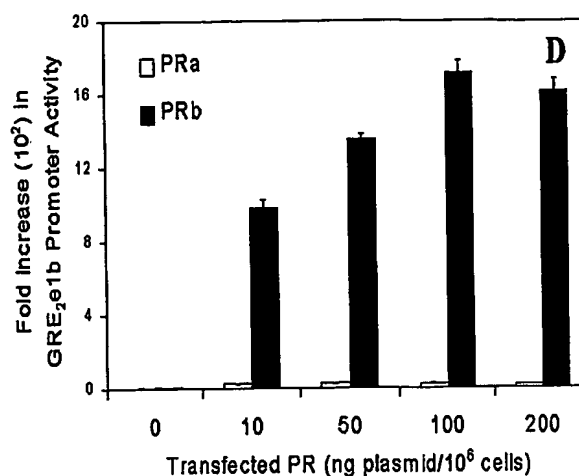


Fig. 13D

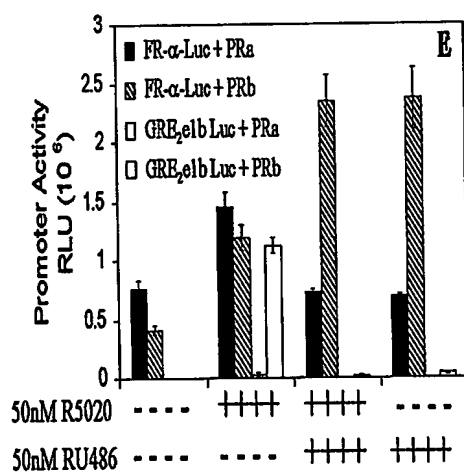


Fig. 13E

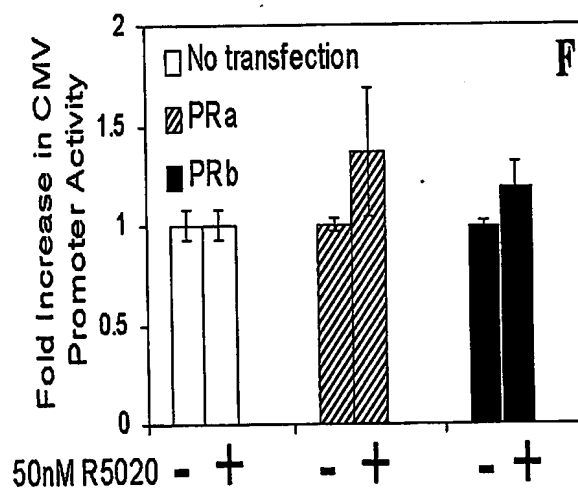


Fig. 13F

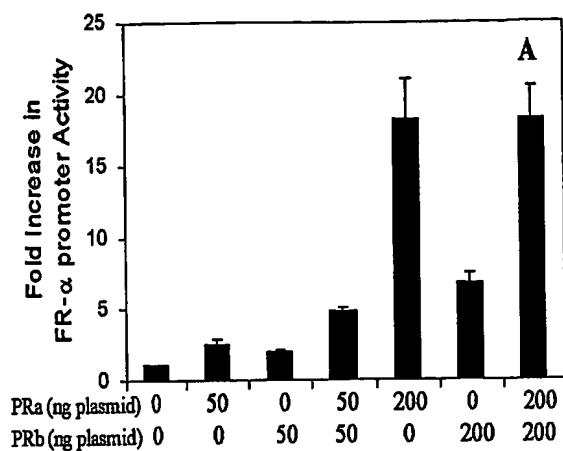


Fig. 14A

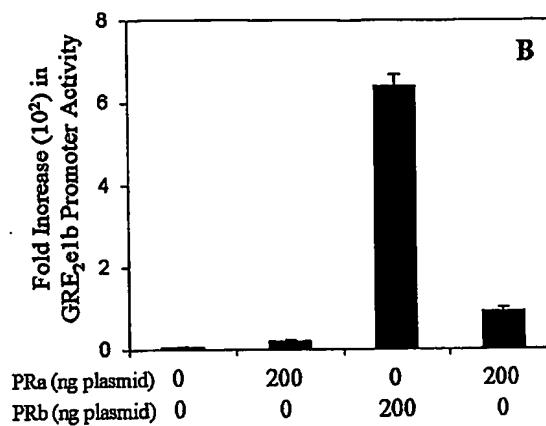


Fig. 14B

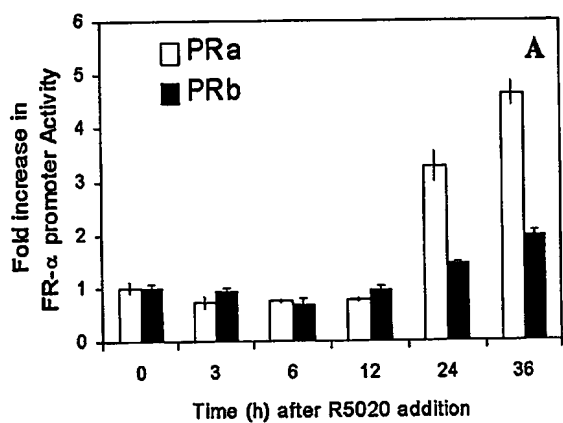


Fig. 15A

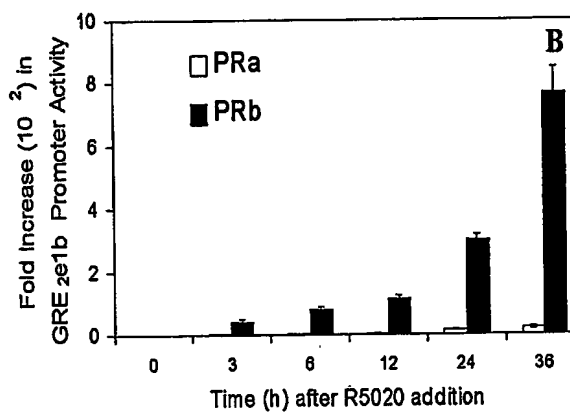


Fig. 15B

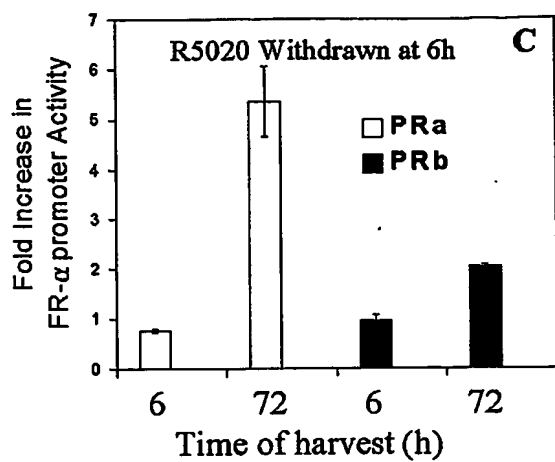


Fig. 15C

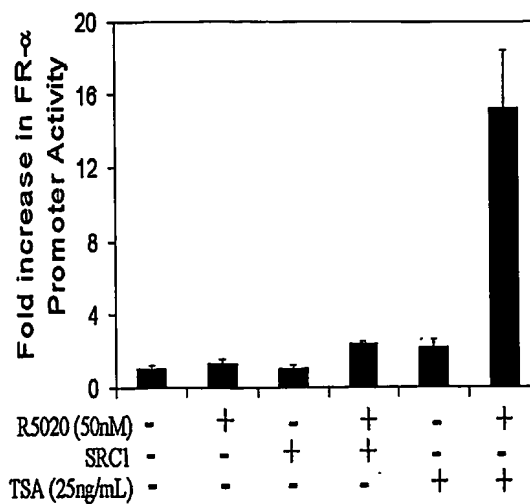


Fig. 16

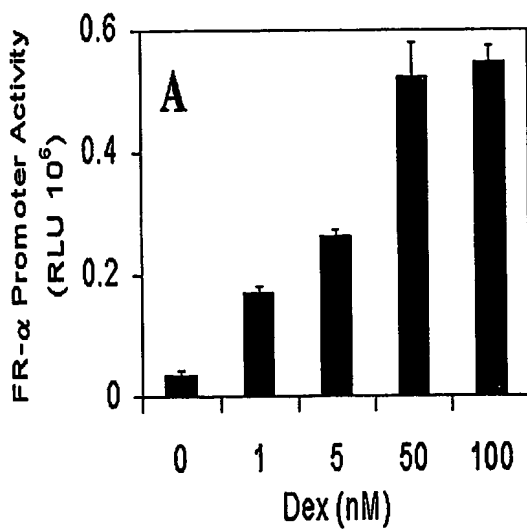


Fig. 17A

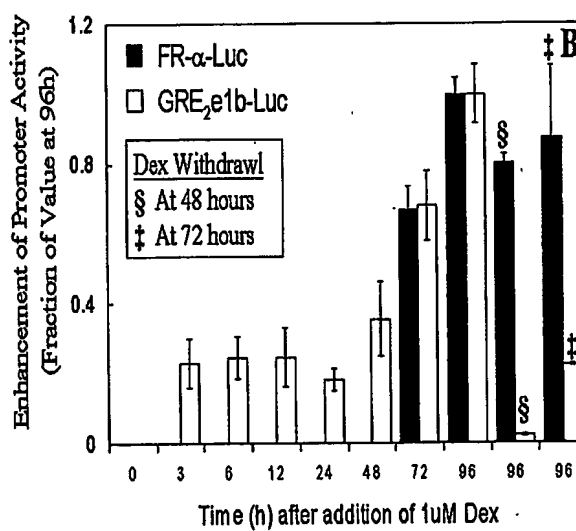


Fig. 17B

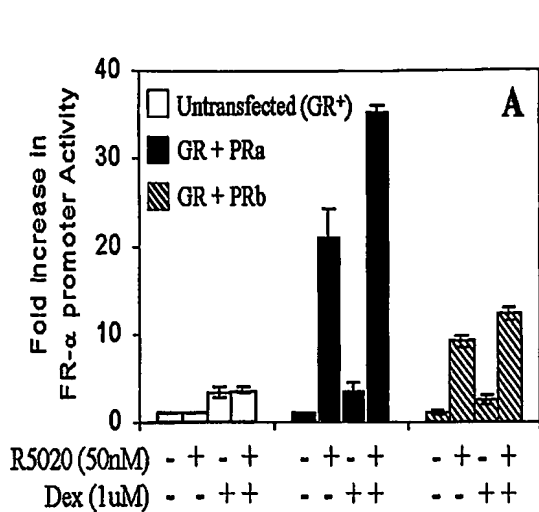


Fig. 18A

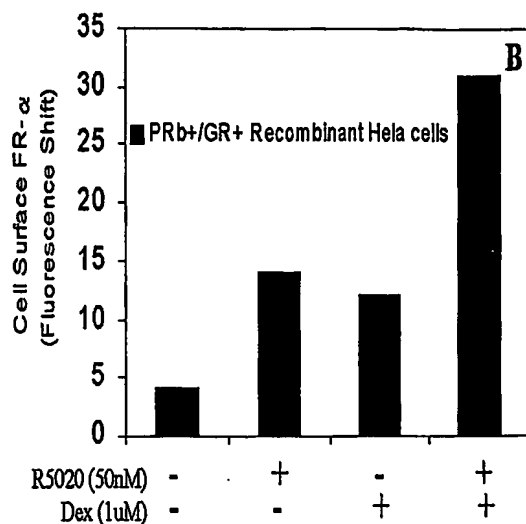


Fig. 18B

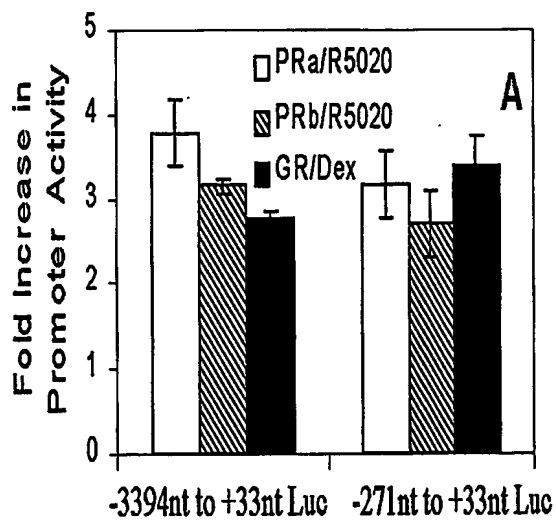


Fig. 19A

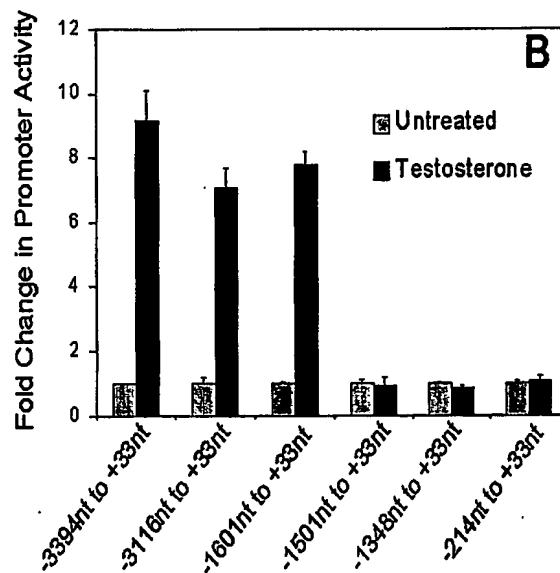
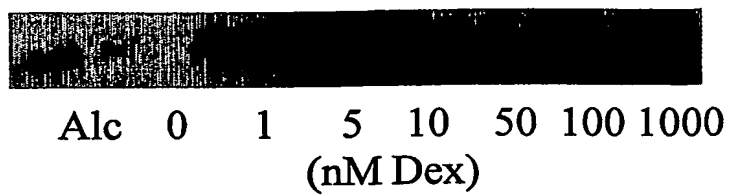
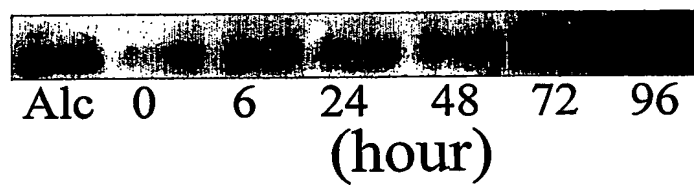
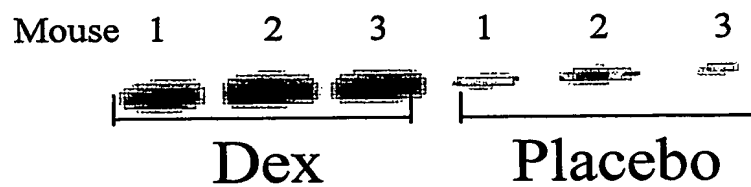


Fig. 19B



**Fig. 20A****Fig. 20B****Fig. 20C**